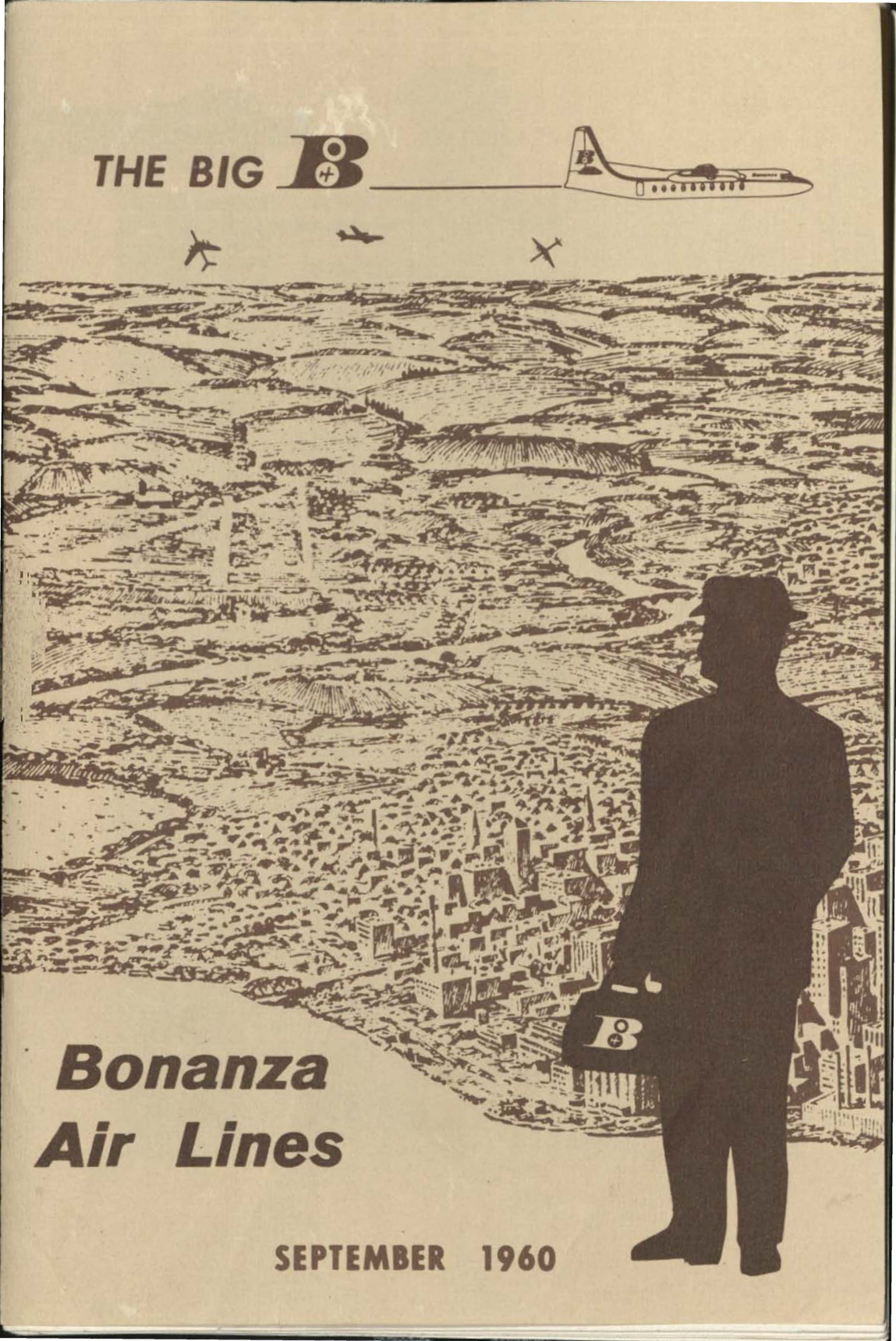
THE BIG B



Bonanza Air Lines

SEPTEMBER 1960

SILVER DART JETPROP
PHOENIX/LOS ANGELES
Bonanza Air Lines

THIS IS A. R. TRAVLOR. Mr. Travlor is a businessman. He flies often—on business, and on vacations with his family. Most of the time, he doesn't give much thought to the internal workings of the scheduled airline industry. Most of the time, he takes airline services for granted. And this is as it should be. But, because he is a businessman, Mr. Travlor knows that an industry—like a fine watch—must have intricate internal workings in order to operate efficiently. And so, occasionally, Mr. Travlor wonders about the airlines' "behind the scenes" procedures.

THE BIG B
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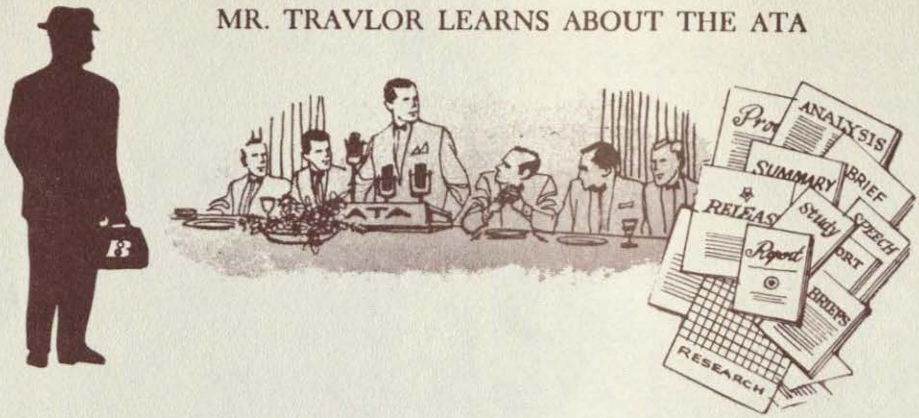
AIRLINE EDITORS CONFERENCE
THE AIR TRANSPORT ASSOCIATION OF AMERICA

MR. TRAVLOR LEARNS ABOUT THE ATA



(The material and illustrations for this article were supplied by the Public Relations Department of the Air Transport Association.)

Mr. Travlor stepped into his nearest travel agency to arrange for an air trip which would involve some thousand flight miles on several different airlines. The travel agent issued Mr. Travlor's ticket, and soon a chain of cooperative actions was set into motion—before he departed from his origin, Mr. Travlor's reservations on all of the carriers were made for him by the originating airline; and once he checked his luggage with the first carrier, the problem of its transfer from one to the other was the responsibility of those airlines.

As Mr. Travlor was flying the last leg of his journey, he began to muse about this concept of interline cooperation. As a businessman, he knew that for so many companies to be able to coordinate their activities into a smoothly operating procedure, there must be a central organization. But what was the organization called, and just how did it function?

A few days later, Mr. Travlor met a friend who was affiliated with an airline. From his friend, he learned that interline cooperation and procedures came about through the work of the Air Transport Association—the trade association, and the service group, of the scheduled airlines of the United States.

There are forty-nine airline members of the Association, providing the traveling public with a number of different types of service: Domestic Trunklines which operate between the major traffic centers within the United States; Domestic Local Service Lines, which connect smaller traffic points with each other and with the major centers served by the trunklines; International and Overseas Lines, comprised of American carriers operating between the United States and foreign countries; Intra-Hawaii and Intra-Alaska Lines, operating between points in the two new states; Helicopter Lines, which connect post offices, suburbs and airports in three metropolitan areas—Los Angeles, New York and Chicago; All-Cargo Lines, which carry freight in regularly scheduled service between

points in the United States and also between the U. S. and Europe and the Caribbean area.

The Air Transport Association ties together the various interests of these groups, and provides a "bank" for the deposit of combined knowledge and experience of all scheduled airlines; making this knowledge and experience continually available to all member carriers.

The ATA does its job primarily through a system of conferences and committees. The conferences are attended by representatives of the airlines who work with each other, and with the Association staff, on broad areas of interest. Decisions made by the conferences must be unanimous; thus all member airlines, large or small, have an equal voice in major industry decisions.

The conferences, in turn, appoint committees made up of specialists in a given field who focus attention on specific tasks. ATA staff technicians, many of whom are airline veterans, serve as secretaries of the committees. These technicians lend assistance to the accomplishment of committee assignments which reach into hundreds of different facets—from design standards for new aircraft to such detailed considerations as more efficient ticketing.

The Air Transport Association is made up of several departments which serve these conferences and committees.

It was partly through the efforts of the Traffic Department, which serves the Air Traffic Conference, that Mr. Travlor was able to use a single ticket to fly on several airlines.

The interline concept could not function without the closest cooperation between carriers. The business of making a reservation involving more than one airline could bog down in complete confusion without a set of standard procedures. Coordinating the development of these procedures for the airlines is one of the functions of the Traffic Department which publishes and updates a manual covering reservations, ticketing and baggage, and cargo handling. At the same time, the department is constantly looking for still better ways to handle these procedures, and further improve passenger and shipping services.

In addition, the Department, through its tariff office, consolidates,

publishes, keeps current, and files with the Civil Aeronautics Board, all joint rules, passenger fares and cargo rates on behalf of the scheduled airlines, thus enabling the CAB, as well as the public, to deal with one source on tariff matters rather than 60 or more.

The Department is also in charge of coordination with some 3,500 travel agencies. It takes care of the "paper work" involved in signing agreements with approved travel agents, and also helps protect the public and the airlines from incompetent agents. Through issuance of periodic bulletins the department gives the airlines the latest information about sales agencies.

The fare which Mr. Travlor paid to the travel agency was distributed to the carriers through the ATA Finance and Accounting Department.

This Department serves the Airline Finance and Accounting Conference, composed of the financial officers of the scheduled airlines. One of the Department's most important services is the monitoring out of payments to various carriers when a passenger uses more than one airline in the course of a trip. Payments are sorted out through a Clearing House established by the Conference, which handles more than $80 million a month in interline settlements.

The Department keeps airline accounting people advised of developments which affect their work, promotes uniformity in airline accounting procedures and explores new methods of accounting. Out of the chaotic system of airline accounting which existed before the 1938 Civil Aeronautics Act, the Conference has molded, over the years, a sound system of accounts which are available to the CAB and to the public.

Although Mr. Travlor wasn't aware of it on his trip, the ATA had much to do with the efficiency of the airline employees who assisted him.

The Personnel Relations Conference directs attention to methods of selection, training, and development of personnel. The Conference studies procedures, conducts independent research, and sponsors forums for the interchange of ideas related to personnel selection, in addition to coordinating with the U. S. Department of Labor on employee procurement and testing programs.

The Conference also gathers economic data dealing with the airline industry, and industry generally, and supplies such data on a current basis; thus affording carriers information on which to base their wage determinations. Similar material is supplied in regard to fringe benefits

and working rules.

The Personnel Relations Department, which serves the Conference, conducts an advisory, research and statistical program concerned with personnel and industrial relations matters. Its services are rendered to airline officials occupied with duties in these areas. Its responsibilities range from the day-to-day problems of personnel and industrial relations to broad programs affecting the entire industry.

The comfort and convenience of Mr. Travlor's flights were due in a large part to the efforts of the Operations and Engineering Department of ATA.

One of the Department's major activities is the continuous consultation and cooperation with the Federal Aviation Agency and other Government agencies with regard to safety regulations for airline operations, air traffic control, navigation and landing aids, improved airport lighting, development of airports, an all-weather flying system, and research into tomorrow's airways and airport equipment and procedures.

The department also works with the International Air Transport Association composed of representatives from various airlines throughout the world, and the International Civil Aviation Organization whose members represent many of the nations of the globe.

To all these groups, the ATA Operations and Engineering Department provides a single source through which the requirements of the U. S. scheduled airlines can be determined, and through which this combined experience can be made available to all users, thus benefiting Mr. Travlor by providing him with the latest and best in air transportation.

Five other departments of the Air Transport Association have been contributing over the years to the well-being of the scheduled airline industry and thus indirectly to A. R. Travlor's well-being.

A Research and Economics staff gathers, analyzes, and interprets material regarding the traffic, finances and operations of the airline industry, other forms of transportation, and the economy in general. This information is used by the airlines in helping determine industry policies.

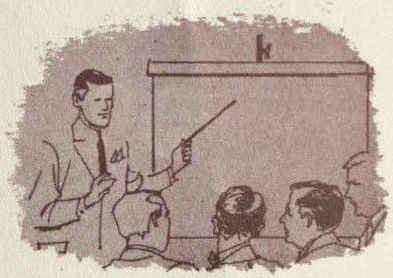
The Legal Department furnishes counsel to the Association management, the various departments, the conferences and committees. The department prepares legal opinions and documents, and represents all

groups of the ATA before agencies of the Federal and state governments, and non-government groups interested in aviation.

The Public Affairs Department deals with air transport matters at the state and local level. The department supports a Public Affairs Committee through research, coordination and other services. It maintains liaison with other civil aviation associations and related groups, keeping them advised of the airline industry's need and cooperating with them in matters of joint concern.

Since the air transport industry is closely regulated by the Federal Government, it logically has a direct interest in the enactment of sound aviation legislation. The Federal Affairs Department serves as a channel between the industry and the Government. It is a source of factual information about the airlines for Congressional committees and for individual Congressmen and it provides a means whereby the views of the airlines may be conveyed to Congress.

The Air Transport industry operates in the public interest, so it is important that the public have ready access to information about the industry. The ATA Public Relations Service fills this need through distribution of press releases, booklets, and background memoranda. It publishes *Air Transport Facts and Figures*—an annual review of the airline year and a statistical report covering various aspects of air traffic and earnings. It supplies editors of airline employe publications with a monthly newsletter on industry affairs and sponsors an annual Airline Editors Conference. In addition, PRS acts in an advisory capacity to the ATA officers, the various departments and to member airlines.



Through the ATA, the scheduled airlines work together on many things affecting air transportation. They pool their many talents to tackle a wide range of common interests. For they have a common motive—to maintain the best system of airline transportation in the world. By so doing everyone benefits—the individual airlines, the national economy, and Mr. Travlor.

##

MR. TRAVLOR LEARNS ABOUT CAB ROUTE CASE PROCEDURES

Jan Payne

Mr. Travlor sometimes wonders why an airline is not yet serving a city that it had applied to serve over a year ago. Seasoned airline employees know, of course, that obtaining permission to serve a city or an area may take as long as two years, and sometimes longer. Many steps are necessary to complete a route case procedure. If the scope of a route case is large, there may be many participants to be heard, thus requiring several days for the culmination of each action. The interval between steps may be anywhere from ten days to several months, for interested parties need interim time to prepare evidence for each step; the Civil Aeronautics Board needs time to study that evidence; and procedural dates must be worked into an already crowded CAB calendar.

Although there may be variations of the pattern, a route case proceeding usually follows along these lines:

APPLICATION

A route proceeding is usually instigated by a carrier or city in the form of an Application for the purpose of obtaining new or additional airline service.

LEAVE TO INTERVENE

A city or carrier that does not file an Application, but seeks permission to become a party to the case, files a Petition to Intervene.

PREHEARING CONFERENCE

A CAB Examiner presides at the Prehearing Conference which is attended by legal representatives of the applicants. Its purpose is to

determine who will be allowed to participate in the case, to decide the scope of the issues to be heard, and to set down the procedural dates.

PREHEARING CONFERENCE REPORT

Generally within one to four weeks after the Prehearing Conference, the CAB Examiner submits to the Board his report of matters decided at the conference, the issues to be heard, and the procedural dates.

CONSOLIDATION ORDER

After the Prehearing Conference Report has been studied, the Board issues the Consolidation Order. The Order defines the exact boundaries and scope of the case, and states which issues, which applications, and which petitions, will be consolidated into the proceeding.

DIRECT EXHIBITS

The first date to be established is the date upon which the parties will exchange their Direct Exhibits. These generally are the principal exhibits upon which each party relies in support of its application in the case. These are the exhibits intended to prove, in the case of each applicant, that the services which he proposes are required by the public convenience and necessity, and that such applicant, if it is an air carrier, is the company best equipped and best qualified to provide this particular service.

REBUTTAL EXHIBITS

The next date set by the Examiner is the date for exchange of Rebuttal Exhibits. This is generally three or four weeks after the date of the exchange of the direct exhibits. These exhibits—prepared and exchanged by the parties—are designed to point up the weaknesses in the exhibits of other parties and the extent to which such exhibits can or cannot be relied upon by the Examiner.

HEARING

The next date is the date of Hearing and generally follows the exchange of rebuttal exhibits by two or three weeks. This is the time when each party attempts to support his case by proving the matter which he has set forth in his exhibits. Each carrier, or other party, brings to the hearing certain witnesses intended to sponsor and support the exhibits which that party has introduced. The witness, who has prepared the particular exhibit or exhibits in question, testifies that the exhibits were prepared by him, or under his direction, and are essentially true and correct. He then supplements such exhibits with whatever additional information can be submitted at the time, in order to strengthen or explain or round out such exhibits by oral testimony. He is then subjected to cross-examination by attorneys for the opposing parties, and by the at-

torneys for the Civil Aeronautics Board. The primary purpose of cross-examination is to determine the accuracy and the reliability of the exhibits sponsored by the particular witness. If a witness, through his exhibits or through his testimony, has presented an inaccurate or a misleading picture, those facts should be developed through cross-examination of such witness.

Often a carrier produces several witnesses, each of which generally sponsors several exhibits which he has prepared, and with which he has a specialized knowledge and familiarity. The presentation of evidence by exhibits and testimony through witnesses, and the cross-examination of such witnesses, constitutes the whole of the hearing.

The Examiner is the presiding officer at such hearing. He listens to the evidence presented by the witnesses for the different parties, and thus familiarizes himself with the proposals of each applicant, and the weaknesses—if any—in such proposals; he settles all disputes which arise at the hearing and generally makes the final decision as to what evidence, including both exhibits and testimony, will be admitted to the record in the proceedings. Such evidence (exhibits and testimony) as he rules is admissible in the proceeding constitutes the record of the hearing.

BRIEF TO THE EXAMINER

Generally within around six weeks after the close of the hearing the parties are required to file Briefs with the Examiner. These Briefs constitute the argument of the parties as to why their proposals should be upheld and why conflicting proposals should be rejected. It is the argument intended to persuade the Examiner that the party's case, as presented in the record in the hearing, is the case that should prevail.

EXAMINER'S REPORT

The Examiner, after receipt of all of these Briefs to the Examiner, then studies the exhibits, the testimony and the arguments as presented in these Briefs. Sometime thereafter, the Examiner renders his report in the proceeding. This so-called Report or Initial Decision sets forth the conclusions which the Examiner has reached after presiding over the hearing during all of the testimony, studying the testimony and exhibits, and studying the Briefs of the parties. This, in effect, is the Examiner's decision in the case, and the supporting reasons for his decision on each issue. The period of time required between Briefs and the Examiner's decision varies widely, depending on such matters as complexity of case, other assignments of the Examiner, etc.

EXCEPTION TO EXAMINER'S REPORT

Within ten or fifteen days thereafter, any party who disagrees with any decision reached, or statement made, by the Examiner is expected to file a so-called Exception to the Examiner's Report. Such exception is

expected to point out the specific ruling or language of the Examiner with which issue is being taken, and is expected to point out such portions of the record as demonstrate the invalidity of the Examiner's decision or language.

BRIEF TO THE BOARD

About three or four weeks after the filing of such exceptions, any party who has so filed is then expected to submit, to the Board itself, a written argument or Brief in support of such exceptions. This Brief to the Board usually amounts to the party's written argument as to why the particular party's case should be upheld in the final decision of the Board. This Brief points up the highlights of the party's case and is again based upon the record made at the time of the hearing, and agreement or disagreement with the Examiner's decision. The record is referred to in support of a party's position and, where possible, is also used to refute the position of any competitive party in the proceeding. It is also to be used wherever possible to overcome any adverse ruling which the Examiner may have made against a particular party, or any adverse decision which the Examiner may have reached. You will note that this Brief is addressed to the Board itself, and from this time on the Examiner no longer participates in the proceeding although his report previously issued forms a part of the record which the Board itself studies prior to the final decision in the case.

ORAL ARGUMENT

Approximately ten days or two weeks after the filing of the Brief to the Board, an attorney for each party has the opportunity to appear before the Board in so-called Oral Argument. This generally is the final opportunity to argue the case; it is the *only opportunity* to make a direct personal presentation to the Board members themselves. Generally somewhere between thirty and sixty minutes are allotted to each party for the presentation of argument to the Board. This argument, therefore, consists of a highly condensed form of each party's general presentation in the case. Every effort is made by each party to present the main or principal arguments and the central facts which support such arguments. This argument, too, must be based upon the record made at the time of the hearing in the proceeding; reference to that record must necessarily be made in highly concentrated form since the presentation of evidence by any of the main parties at the time of the hearing generally takes *several days* and must thereafter at the oral argument be summed up in *one hour or less.*

BOARD DECISION

The oral argument before the Board generally constitutes the last formal step in the proceeding prior to decision by the Board. *Decision*

rarely comes in less than six weeks after oral argument, but may be expected at any time from then on.

PETITION FOR RECONSIDERATION

The decision by the Board is the final determination in the case unless one or more parties to the proceeding file petitions for reconsideration. Filing of such petitions unfortunately is the general rule. Unless facts-of-record or arguments, apparently overlooked by the Board in its decision, are brought out in such a petition, the Board generally reaffirms its original decision. Where such matters are raised in the petition, the Board may then change its decision in some respects.

These are the major steps in a route case. In certain cases, additional steps may be included, or some of the steps may be altered or even eliminated. Occasionally, an entirely new procedure is used if the usual pattern is not adaptable to the case under consideration. But the major steps are necessary in most cases, because each is an integral element, affecting the whole proceeding and the Board's final decision. There has been some thought about streamlining the actual processing of each step. All parties concerned—the airlines, the communities, the Federal government, and the CAB would like more expedient methods of conducting the procedural steps. Meanwhile, route case procedures, though lengthy, provide the only means at our disposal for developing an integrated air transport system.

# # #

MR. TRAVLOR MEETS THE MEN WHO MAKE THE FINAL DECISIONS

WHITNEY GILLILLAND was sworn in as a member of the Civil Aeronautics Board in November 1959. In April of this year he was appointed Chairman of the Board, when James R. Durfee stepped down from the chair after his nomination to the U. S. Court of Claims. Mr. Gillilland, a native of Glenwood, Iowa, was a prominent member of the

Iowa legal profession for over twenty-five years. Prior to his appointment to the CAB, he had been Chairman of the Foreign Claims Settlement Commission of the U. S., and its predecessor—the War Claims Commission—since 1953.

CHAN GURNEY, Vice Chairman, has served as Chairman of the Board in 1954, and as Vice Chairman since 1957. Mr. Gurney is a native of Yankton, South Dakota. He was a member of the United States Senate from 1939 to 1951, and served on many Senate committees, including the Armed Services Committee of which he was the first Chairman.

G. JOSEPH MINETTI has been a member of the Board since June 1956. Mr. Minetti is a resident of Brooklyn, New York. He has had an active interest in both air and marine transportation for several years, and has served as Commissioner of the Department of Marine and Aviation in New York City, and as a member of the Federal Maritime Board.

ALAN S. BOYD assumed his duties with the CAB in November 1959. Originally from Jacksonville, Florida, Mr. Boyd practiced law in Miami. In 1954 he was appointed as chairman of a civilian committee for the development of aviation in Florida. He is a veteran pilot with over 3000 hours as a combat and service pilot in World War II and the Korean War.

GEN. JOHN S. BRAGDON, newest member of the Board, took his oath of office in June of this year, to complete the term vacated by James R. Durfee. General Bragdon (U. S. Army—Retired) is a native of Pittsburgh, and has an engineering background. Prior to his appointment to the CAB, he was a special assistant to the President for public works planning.

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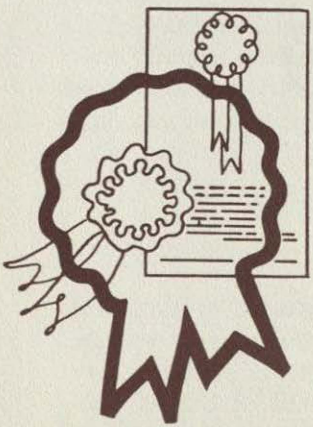

BONANZA'S SECOND ANNUAL REPORT WAS SELECTED TO RECEIVE THE FINANCIAL WORLD 1959 MERIT AWARD FOR DISTINGUISHED ACHIEVEMENT IN ANNUAL REPORTING. BONANZA WAS ONE OF THREE LOCAL SERVICE AIRLINES TO RECEIVE THE AWARD WHICH WAS PRESENTED TO ELEVEN OF THE THIRTY DOMESTIC AIR CARRIERS. THE REPORTS WERE SELECTED ON THE BASIS OF EXCELLENCE IN CONTENT, DESIGN AND TYPOGRAPHY. BONANZA'S FIRST ANNUAL REPORT ALSO RECEIVED THE MERIT AWARD LAST YEAR.

IN APPRECIATION for the fine job he did as Bonanza's Chief Pilot, the Operations Department presented Paul Beach with a leather flight bag. Shown during the presentation are: left to right, Chauncey Reese, Division Chief Pilot Las Vegas; Louis Arpin, Asst. Vice President-Operations; John Boyle, System Chief Pilot; Betty Funston, Operations Secretary; Paul; Ernest Winn, Supervisor Operations Training; and Joseph Eckstrom, Ground Operations Instructor.

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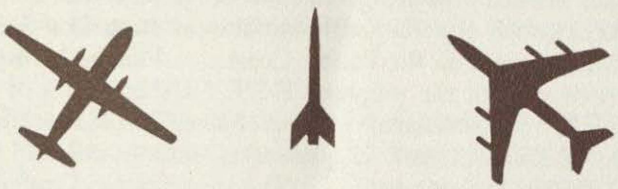


INDUSTRY NEWS IN BRIEF

Compiled by Jim Jenks

DECISIONS, QUESTIONS AND OBJECTIONS

Anti-drinking aloft legislation is probably dead for another year. The liquor bill did not get past the Senate Commerce Committee. . . . TWA will continue Miami-San Francisco one-stop service provided there is a change of planes at either St. Louis or Kansas City. The Civil Aeronautics Board order reaffirmed its earlier decision which had been remanded to the Board by a U. S. Court of Appeals.

RECORDS, TRENDS AND PREDICTIONS

The Senate Preparedness Subcommittee, in a report, sees the possi-

bility of putting a commercial supersonic transport aloft by 1967, using the current prototype B-70. The report, urging the development of the B-70, foresees an investment return on the commercial version competitive with advanced versions of the present subsonic jets. Cruising speed would be 1980 MPH—or 3 times the speed of sound! Runway requirements would be the same as now with the noise level the same or possibly less. First versions could accommodate 108 tourist class or 80 first-class passengers and all cargo versions would be capable of carrying 36,000 lbs. for 2900 miles. . . . The CAB has raised the rate of return on investment for the local carriers from 9.5% to 12.75%. Locals will now find it easier to attract capital on reasonable terms. The new return applies only to future final mail rates. Bonanza was the first carrier to be placed on a final mail rate following this decision. Other local carriers are expected to have final mail rates before the end of the year. . . . The TWA and Northeast merger is still before TWA's board of directors for approval. . . . Latest merger announcement—United and Capital. The agreement provides for payment of Capital's 33 million equipment notes to Vickers Armstrong Ltd. by return of 15 surplus Capital Viscounts and United corporate stock. Vickers has agreed and now the merger goes before United and Capital stockholders and the CAB. . . . Trans Caribbean has completed negotiations for the purchase of Resort Air Lines. CAB approval is needed to finalize the transaction.

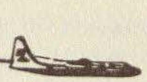
SCIENCE, SERVICES AND EXPANSIONS

Eastern has ordered 10 Boeing 720 short range jet liners. . . . United has started service with the 720, with initial runs from Los Angeles to Denver and Chicago, and on the Pacific Coast. . . . Fairchild Corporation is interesting airlines with the proposed F-27E for short hauls of 150-250 miles. The F-27E is a stretched version of the F-27A now flown by Bonanza. The F-27E will seat 52 passengers, and is powered by two Rolls-Royce RDA10 Turboprops. . . . The Air Traffic Conference of America will spend $10,000 on a survey aimed at the transfer of interline baggage. Airline personnel at eight airports: Idlewild, La Guardia, O'Hare, Dallas, Atlanta, Washington and Los Angeles will conduct the survey for two weeks. . . . San Diego is slated to get transcontinental jet service late this year from American. Present plans are a New York-San Diego round trip with a single stop at Chicago.

ELECTIONS, AWARDS AND APPOINTMENTS

Charles S. Thomas has resigned as president of TWA. As this goes to press, Mr. Thomas' successor has not yet been chosen. . . . Lake Central has been awarded a permanent certificate by the Civil Aeronautics Board between Cincinnati and Detroit via Toledo, Columbus and Dayton. The award permits non-stop or skip-stop service between any of the five cities after the intermediates get two round trips. ###

AROUND THE



APV...is as good as new again, after being rammed by a light plane recently. The north wall of the terminal, the communications room, and the remote tower were damaged. The plane's propeller damaged the radio, the anemometer, teletype and typewriter. Although the aircraft was nearly demolished, the pilot and his family of five were uninjured - except for a superficial cut on the pilot's nose. D. L. "Hi" Hiler.

BLH...Station Manager Larry Eckland has returned after three weeks of vacationing in Kansas. Yours truly spent a nice, cool sixteen days in Denver. Lloyd Charles.

FLG...is happy to welcome Agt. Howard Greenburg, a grad of Central Technical Institute in Kansas City. Howard comes from Shabbona, Illinois; he's a bachelor; hobbies are bowling and reading...Bonanza and Frontier employes had a swimming party at the Call of the Canyon Lodge in Oak Creek-as always, a good time was had by all. We have moved into our new offices and are really pleased with the large baggage room and the much longer ticket counter. Bob Scott.

IPL...New Agts in our midst; Anthony "Tony" Garcia, a native of Vacaville, Calif. Tony attended Weaver Airline School, Kansas City. Agt Bruce Lehnhoff from the town of Worthington, Minnesota, attended Central Tech. Bruce and his wife, Alice, have four little Lehnhoffs.. ..It's a boy for Larry and Judy Aden. This makes three new babies within two months at IPL! Jesse Law.

LAS/ACCTG...IBM Operator Ray Hultz is the proud father of Michael Raymond. Ticket Auditor Nancy Tinker has resigned to become a bride. She and her husband will live in Pullman, Wash. Acctg Secty Jan Brown is transferring to Los Angeles to be RSM Bob Murray's Girl Friday. Mabel Bruni.

LAS/BFCU...thought you might like to hear from our former hostess Ethel Van Voorst. She writes, "Greetings from the 'Land of the Morning Calm' to the 'Land of the Big PX'. Toured downtown Seoul. Went through the mar-

ket place - a street of open-air markets and street peddlers selling everything from fish and meat to clothing. Seoul has several large hotels; the Chosun is an Army billet where we eat when in the city; The Bando, across from the U.S. Embassy, is owned by Mrs. Sigman Rhee and will accept only U.S. currency. The U. N. Center Hotel and the National are Korean operated, and only Hwan - the local currency is acceptable. The exchange rate is 650 Hwan to one U.S. dollar." Sabra Carpenter.

LAS/PSSNGR SERV...New gals on the flight line are: Barbara McGahan from Ohio. "Boggie" attended Ohio State U. Her favorite sports - swimming and golfing. Ruth Schalip is also from Ohio. She likes to bowl and dance. Celia Ward hails from Phoenix. She attended Whittier College in Calif. and St. Joseph's School of Nursing. Music, bowling and riding are her hobbies.

LAS/PERSNNL...wishes a speedy recovery to Secty Locile Fischer who suffered a heart attack recently. Filling in until Locile can return to work is Ethel Murkey.

LAS/PURCHSNG...Vacation news: Buyer Dan Dunlap attended his first class reunion since graduation in 1934 from Ord High School in Ord, Neb....Supt. Purchasing Earl Hall spent a back-yard vacation this year. His mother, Mrs. Edith Menna of Jamaica, N.Y. visited the Halls in July. ...Your reporter and husband Win attended the Reserve Officers' Assoc. Convention at the Waldorf-Astoria in N.Y. Win represented the Navy for Nevada at the conference attended by approximately 1500. Sally Selle.

LAS/RADIO...new radio technician is David Habighorst from Phoenix. Dave attended Arizona State. His hobbies are bowling and skin diving.

LAS/RES...welcomes Catherine Myers, from Weaver Airline School in Kansas City. She spends her spare time water skiing and bowling.

LAS/STORES...We've caught Louise Mirabelli making a few left hand turns lately. (To show off her new engagement ring.) Best wishes, Louise. Betty Fogliasso.

LAX/CTO...Angie Garcia celebrated her 21st birthday on

August 2nd, and can now go to the polls in November.... Millie Miyabara vacationed at home this year.

Betty Lindquist.

LAX/ATO...Big welcome back to Lead Agent Bob Strauch, his wife, Joan, and two children. By the time this issue is off the stands Mgr Herb Chesney should be in his new office -- upstairs -- vacated when the Airport Administration moved into new tower offices. The new airport is becoming more of a reality with this move. LAX vacationers had stories to swap from various places.... Agent Ralph Sellars went to Canada - near Detroit; Jay Keeping to Canada - around Vancouver; and Lead Agent Ed Spoor journeyed to Portland, Oregon....Ed is now in the process of building a component stereo set. Agents are going all out for small cars -- one MG Magnatte, one Morris Minor, one Corvette, an Isetta 300, a Renault and a Volkswagen....Boarding flight 726, on August 5th, was John "Lawman" Russell and his family.

Bob Peterson.

PGA...Our newest agt, Melvin Ives of St. John's, Kansas has been with us since July....He is a grad of Weaver Airline School. Mel is single - but not for long.

Joe Barros.

PHX/ATO...would like you to meet Agent Howard Stokes, who hails from Ogden, Utah. He is a grad of Weaver... he and his wife, Jennie, have one child....Boating and water skiing are his pasttimes.

PHX/INSTRMNT-RADIO...Bob McFarland has joined the PHX Radio Shop crew. Bob is from Phoenix and is a grad of Arizona State University. He and his wife, Deborah, have two children. He enjoys music, hunting and fishing....Our latest off-line trainee was Joseph Burns of Frontier. Joe came from Denver for training on Convair 340 instrumentation...Bonanza has gained a staunch supporter in Mr. Joseph Palensky of Scottsdale, Arizona... When Mr. Palensky could not get to Los Angeles on the airline for which he was originally ticketed -- he exchanged his half of his round trip ticket for an F-27 flight. He was so impressed with the smooth flight and wonderful service that he turned in the other half of his ticket and returned by Bonanza. Says he "Bonanza's the greatest!"

Lee James Zambon.

PHX/PSSNGR SERV...New hostess Sandra Lubway was with Eastern Airlines, in CHI, before moving to Arizona in May of this year....She likes to travel, and dancing is one of her favorite pasttimes.

PSP...New Agt. Joe Lorenzen is a native of Iowa and attended Weaver Airline School before coming to BAL....He is planning to be married soon....His hobbies are collecting firearms and target shooting.

PVU...After filling the interval between my arrival in PVU and John Puskarich's transfer to LAS, Larry Curns vacationed for nine days in Ohio....Aside from his station duties, Larry - with the help of his wife, Bev - assisted me in finding a house, and then helped get it ready for occupancy. This is what I call a warm welcome.

Bob Klaas.

RAL...Agt. Al Dockery has returned from a trip to cool San Francisco, and I recently returned from a week in hot Oklahoma City....Mgr. Paul Kissick is planning to vacation in Santa Fe, New Mexico. The Al Dockery's expect their third child in November. Riverside Airport is sporting new paving around a freshly painted terminal building....And we have once again broken our traffic record with 734 passengers boarded in July!

Jerry Butler.

RNO...Jimmie Schock is the newest member of the station crew. Jimmie is a graduate of Weaver Airline School... He and his wife, Leota, are from Kansas....His hobbies are hunting and fishing.

SNA...Word has it the boys will start a flying club soon....Larry Green is all for this, since he is now a licensed pilot.

Joe Duffy.

YUM...Agent Gary McCarty has joined us -- transferring from El Centro....Vacationers: The Harold Peters just returned from Pennsylvania -- by way of Kentucky....the Harold Sinns went to Ohio...and Bill Reed is looking forward to a delightful two months at El Toro with the Marine Corps!

Ernie Burks.

BILL CAREY, FAIRCHILD SERVICE REP.
MAKING A CHECK OF THE ENGINE CONTROLS
FROM COCKPIT OF BONANZA'S SILVER DART.

BILL CAREY — FAD Service Rep

Sally Selle

When Bonanza Air Lines took delivery of its first F-27A aircraft in January 1959, it was an event which has greatly influenced the growth of our company. And with the delivery of this first plane came a gentleman from Fairchild Engine and Airplane Corporation who was to guide us through the "pioneering" of the F-27's integration into our system. This efficient and personable gentleman—Bill Carey—has since become a close relative of the Bonanza family. Certainly, he has given us that assistance and know-how which is so necessary when making the change into the operations surrounding new aircraft. Bill's function as Factory Service Representative provides a liaison between Bonanza and Fairchild in regards to maintenance, operation, inspection, spare parts, and changes which are part of a product improvement program.

Bill tells us that other Fairchild Service Representatives are based at Quebec-Aire, Montreal; Ozark Air Lines, St. Louis; Northern Consolidated and Wein Alaska in Anchorage and Fairbanks, respectively; Aloha Airlines in Honolulu; Piedmont Airlines at Winston-Salem, N. C.; West Coast Airlines, Seattle; and Avensa Airlines in Caracas, Venezuela.

Philadelphia-born, Bill was an aviation enthusiast from a youngster, and while still in high school, he attended the Rising School of Aeronautics and obtained his airplane and engine license in 1940. After high school, he worked as a mechanic at Fleetwings of Bristol, Pennsylvania until 1944, when he joined the Navy as a flight mechanic. He was released in 1946, "Two years, two months, and four days later", says Bill.

After his discharge, Bill worked as a mechanic and commercial pilot until he joined Chase Aircraft Company, Trenton, New Jersey in 1948

and progressed to the position of Field Service Representative. During his stint with Chase, Bill spent all of his time with the development of the C-123, which Chase originally designed. (Ultimately, the military contract for the C-123 was awarded to Fairchild for production.)

In 1954 Carey joined Kaiser Metal Products, which was a sub-contractor for the fabrication of aircraft parts. He spent a year with the company as production foreman, then, in 1955, he was bid by Fairchild to come with them as a Field Service Representative on the C-123 project. Since he had been with the plane at its inception, Bill was considered an ideal man for the job. He spent a year each at Ardmore AFB, Oklahoma; Druex AFB, near Paris, France; and Elmendorf AFB, Anchorage, Alaska, before being recalled to the factory in the spring of 1958. Here, he trained for the new F-27 project, and participated in an 18,000 mile sales demonstration tour in South America, visiting Venezuela, Ecuador, Chile, Peru, Argentina, Uruguay, Paraguay and Bolivia.

Bill tells us the airports of South America were a far cry from those we are accustomed to seeing in the United States. Most of them were extremely short, and about 80 percent of them unpaved. "In Chile, at Ballota Field near Santiago, the dirt runway looked like a washboard. It was only 3000 feet long and at the end was a 400-foot hill. The F-27 cleared easily on take-off and the Chilean government officials did everything but break into applause", relates Bill further.

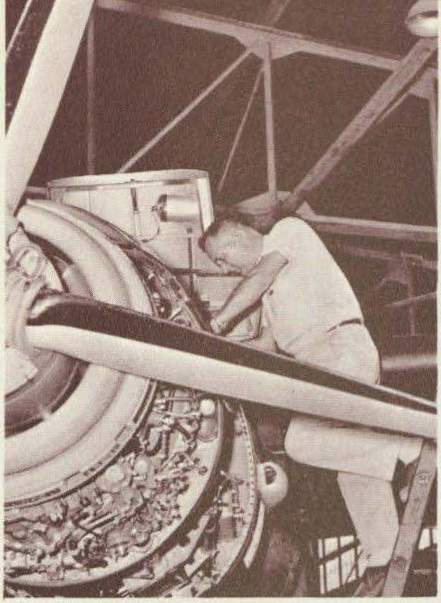
It is interesting to note that South Americans came into the air-age in one progression from the carriage to the airplane, as roads are few and railroads are scarce because of the inaccessibility into the mountains. Many of the cities are miles high . . . at La Paz, Bolivia, the world's highest capital, it is about 13,000 feet—oxygen is so scarce they don't need a fire department! Therefore, when the F-27 was introduced, it was no small wonder that it was met with awe and wonderment from the natives, with tremendous approval from financiers and businessmen, alike.

"The longest hop we made was non-stop from Lima, Peru to Santiago, Chile, some 1,500 miles. We had 14 passengers and some 2,000 pounds of baggage and cargo aboard. At the end of the flight, some six and one-half hours later, we still had two hours of fuel remaining."

When we asked Bill what his hobbies were, he replied, "Airplanes, I guess". He told us further, "My greatest claim to fame was in 1950, when I bought, stripped, and rebuilt a damaged Piper Cub as a 'back yard project'. I flew it for over three years before I finally sold it."

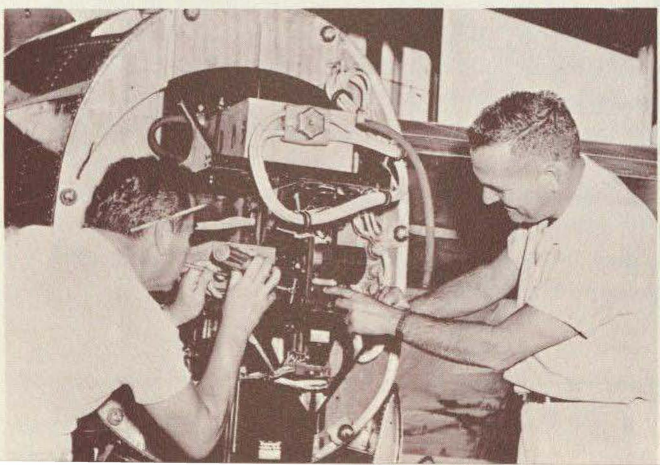
Bill and his lovely wife Janice proudly claim Jay, 14; Linda, 11; and Mark, 6, as their entourage. Last spring, Jay placed as a district finalist in the annual Optimist Speech Contest, an accomplishment of which any dad would be proud.

To our Fairchild Rep., Bill Carey, we say, "When the time comes for you to move on to another F-27 operator's base, we shall certainly miss you. Thanks, and well done."

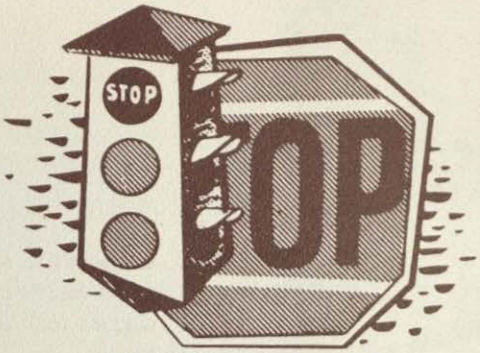


BILL MAKES A REGULAR CHECK ON PROPER FUNCTIONING OF GENERATOR SYSTEM.

BILL LOOKS ON WHILE JACK O'DELL MAKES A ROUTINE ZYGLO "BLACK-LIGHT" INSPECTION OF LANDING GEAR.



"PANCHO" CALDERON AND BILL MAKING A PERIODIC CHECK ON ELECTRICAL SYSTEM.



NATIONAL ACTION PLAN — HIGHWAY SAFETY

Part II of a Three-Part Series

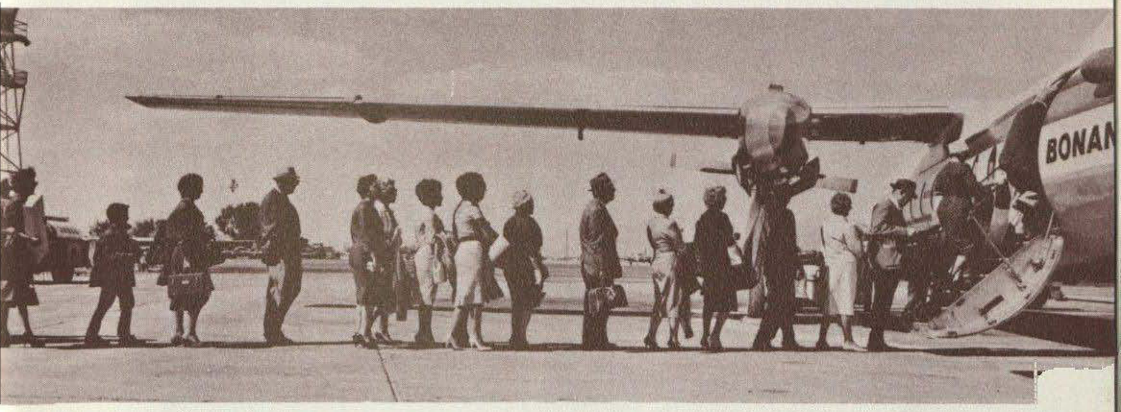
Arizona Governor Paul J. Fannin's Traffic Safety Coordinating Council states that the Action Plan for Highway Safety is no less simple than the problem. Governor Fannin said the plan takes into consideration all factors which have a bearing. The Council recognizes the vehicle, the roadway upon which it travels, and the driver who guides it as the elements which cause the problem; and the Council proposes that the avenues of approach include research, analysis, education, training, enforcement, engineering, and the careful keeping of records. The plan is then divided into six areas of concentration: education, enforcement, motor vehicle administration, accident records, engineering and court action.

Safety Through Education is considered the first step and we quote from a recent speech delivered by Mr. Tom Chauncey, President, Arizona Broadcasters Association and President of Station KOOL TV and Radio, Phoenix.

Preparation by Parents

"I have begun with the parents because I feel children are the greatest of mimics, and what we as parents practice in our driving habits—so will our children. If we sneak through red lights or argue with officers our children may tend to believe that 'father knows best' and follow in our footsteps. I feel that it is the personal obligation of the parent to mentally prepare the offspring, and to create within that offspring, the idea that our laws have a rightful purpose and that the man in blue is there to protect us. How many times have you yourself said to your child, 'If you get lost—look for a policeman', or 'If you have trouble—call a policeman'. I'll bet many times. But isn't it ironic—for when we are caught in the act —we refer to the officer as a 'cop'. 'That lousy cop gave me a ticket and I was only doing 5 miles an hour over the limit.' None of us like to be chastised, I'm sure none of us like to be fatalities either. So begin with children through their parents; impress upon the adult driver that the serious problem of driving, like a proud heritage, begins with firm foundations that are passed on to a coming generation. Teach them to swing like Mickey Mantle or Ted Williams. Teach them also that the teamwork and respect that made these people great is the teamwork that must exist between citizen and government." ###

Why not



ALWAYS

fly in Bonanza's Silver Dart!

This swift new jetprop carries you in luxurious comfort to your destination, with Rolls-Royce engines generating 4200 horsepower

Manufactured by Fairchild Corporation, the Silver Dart is equipped with Bendix Magic Eye Radar.

Take-offs are fast and comfortable. You are quickly cruising at 300 miles an hour — enjoying an unobstructed view of the scenery through the panoramic windows, while you relax in the air-conditioned, pressurized cabin.

A flight in the Silver Dart is a flight in the jet age.

FROM THE SCRAP BOOK

by Laurie Pittman

ONE YEAR AGO

In Bonanza's brief to the Civil Aeronautics Board Examiner, which was submitted in the Pacific Southwest Local Service Case, Bonanza proposed new air routes with Las Vegas the hub of three of these proposals. In its brief, Bonanza requested the following improvements in its service: Las Vegas to Los Angeles, non-stop service, five round trips daily; Las Vegas-Fresno-Oakland/San Francisco three round trips daily, two of which would provide non-stop service between Las Vegas-Oakland/San Francisco; Las Vegas-Palm Springs-San Diego with two round trips daily. These new routes would be flown with Bonanza's new "Silver Dart" jetprop equipment which is specifically designed for short-haul markets such as those at issue in the Pacific Southwest Local Service Case.

The creation of a new department designed to coordinate all research and development activities of Bonanza Air Lines has been announced by Edmund Converse, president. Earl E. Jochim, who has been with Bonanza for 10 years, and was former comptroller of the company, has been promoted to the position of director of research and development.

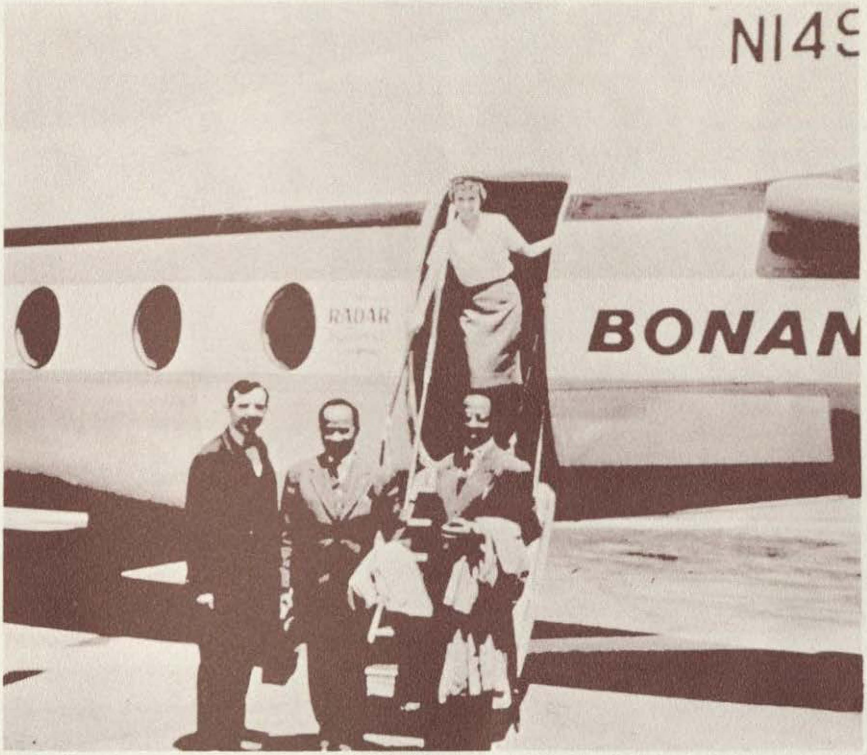
FIVE YEARS AGO

Edmund Converse, president of Bonanza Air Lines, announced that on September 8 his company had completed one year of participation in the first-class mail by air experiment. Converse stated that all of the local service airlines, as well as some of the trunk carriers, had been handling surface mail during this experiment and that it had been a beneficial service to the public, especially in sparsely settled areas where their means of transportation did not tend to expedite the movement of mail. During the preceding year Bonanza transported nearly one million pieces of surface mail.

TEN YEARS AGO

Travel reports released by officials of Bonanza Air Lines indicated that the flights between Las Vegas, Nevada, and Phoenix, Arizona, had been the most popular on their system and that travel on this segment had steadily increased in the short time it had been scheduled. The airline carried a total of 13,830 passengers* from January through September and of this number 4,300 boarded the planes in Phoenix, most of them destined for Las Vegas. Other figures released by the firm showed that the airline had carried 43,000 pounds of mail, 15,000 pounds of express parcels and 75,000 pounds of freight since January 1.

*Ten years later: 1960–January through July *only*–149,324 passengers!



VISITORS FROM REPUBLIQUE MALGACHE . . . Boarding the Silver Dart at Los Angeles are (from right) Victor Miadana—Secretary of State for Economic Affairs, and Alford Ramangasoavina—Minister of Industry and Planning for the newly independent Republique Malgache (formerly the French colony of Madagascar). To their right is their interpreter, Mr. Ras. Bonanza Hostess Alice Daly welcomes them aboard.

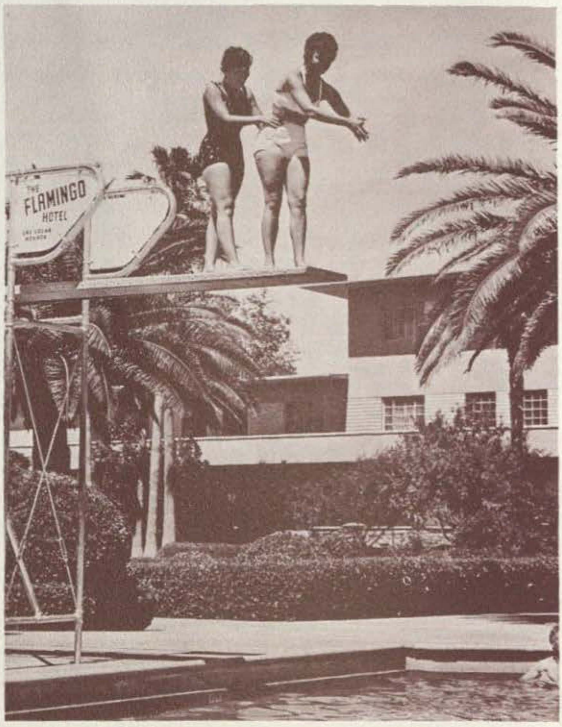
The Malgache officials were traveling to El Centro, California, to study the vast agricultural and irrigation projects of the Imperial Valley. Messrs. Miadana and Ramangasoavina, as guests of the U. S. State Department, were on a study and information tour of the United States. The tour included visits to cities across the nation, and covered a variety of industries, particularly those related to the agricultural industry, such as the dairy cooperatives in the Minnesota area and a food processing plant in Northern California.

Mr. Ramangasoavina stated that they were enjoying their trip and had seen many points of interest. The tour was designed to provide an overall picture of this country for the visiting Malgache representatives.

—Photo and story by Robert C. Peterson, Los Angeles.

AMERICAN AIRLINES RESERVATIONIST PHYLLIS FOX, AND BONANZA RESERVATIONIST DEE McJUNKIN, GET TOGETHER IN LAS VEGAS FOR MOST ENJOYABLE TIME.

Phyllis, on Silver Dart steps, and Dee, are greeted at McCarran Field by Larry Decker, General Sales Manager for Bonanza.

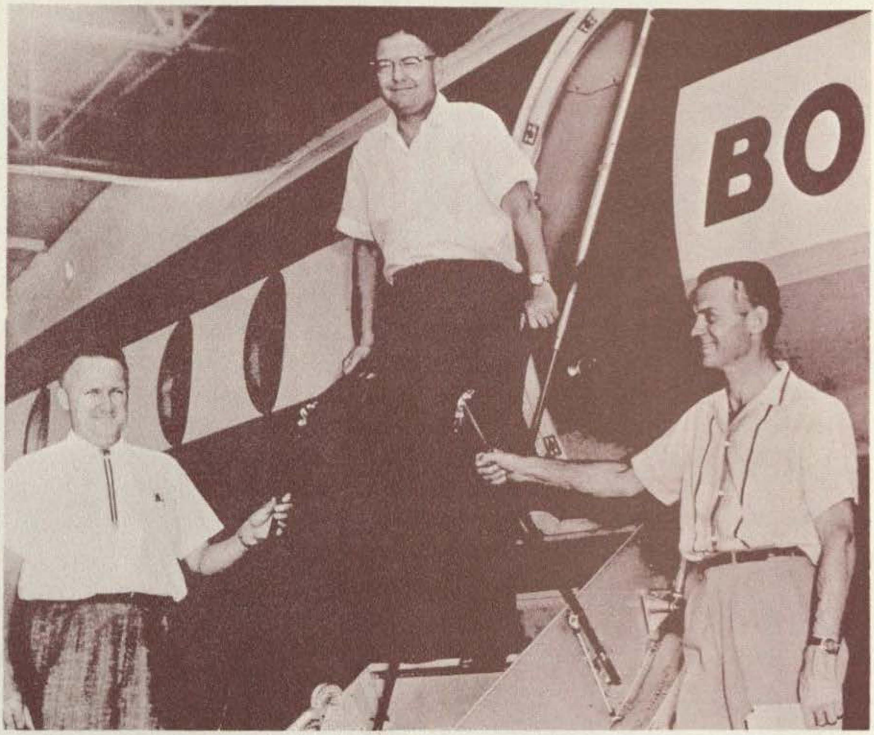


A plunge in the beautiful Flamingo Hotel swimming pool sets the pace for their Las Vegas holiday.

We did it! . . . The girls are delighted with their luck at the roulette wheel in the Sahara Hotel casino. They are given moral support by Dick Kanellis, Sahara publicist.

At the Las Vegas City Ticket Office Phyllis, assisted by CTO Reservationist Edna Carey, recon–firms her Bonanza Silver Dart flight to the next stop on her vacation.

It was fabulous . . . As Phyllis and Dee prepare to leave tor the airport, they agree —working to–gether or playing together — teamwork is fun.



While vacationing in Las Vegas, Mr. Ross Newmann, Associate General Counsel for the Civil Aeronautics Board, took time out to visit Bonanza's headquarters and maintenance facilities. He was accompanied by Bonanza General Counsel, Ralston Hawkins (left) and Vice President-Finance, Robert J. Sherer (right) on his tour of the plant and the F-27A Silver Dart.

# # #

IN SEPTEMBER

The Gold
For Five Years Service

HELEN BAILEY — Passenger Service
VIRGIL LAMMERS — Stations
HARRY McCREARY — Maintenance

The Ruby
For Ten Years Service

FOSTER D. NEIL — Stations
WILLIAM A. REYNOLDS — Inspection

Tut, tut . . . In the Midsummer Issue, we not only listed Jack O'Dell's department as Communications (when everybody knows that he has been with Inspection for ten years), we also listed Paul Heglie's department as Maintenance (which it used to be) and he is now in Inspection. ..(And this is one column we try to be so careful of, too!)

BONANZA TRAFFIC TRENDS FOR THE FIRST HALF OF 1960

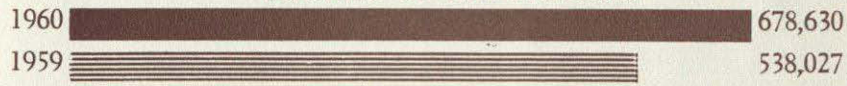
NUMBER OF PASSENGERS

April 1960 set the highest passenger record in Bonanza's history, with 23,119 passengers enplaned. In the first six months of 1960, 20,741 more passengers were boarded than in the same period for 1959, with an average increase of 3,457 passengers a month.

POUNDS OF AIR EXPRESS

Air express increased 30,476 pounds over the 1959 period, or an average increase of 5,079 more pounds monthly.

POUNDS OF AIR FREIGHT

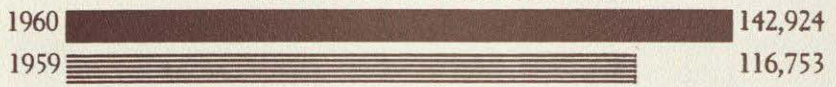


March 1960 saw a new high established for air freight, with 131,513 pounds flown that month. For the six month period, 140,603 more pounds were carried in 1960 than in 1959; an average of nearly 11¾ more tons per month.

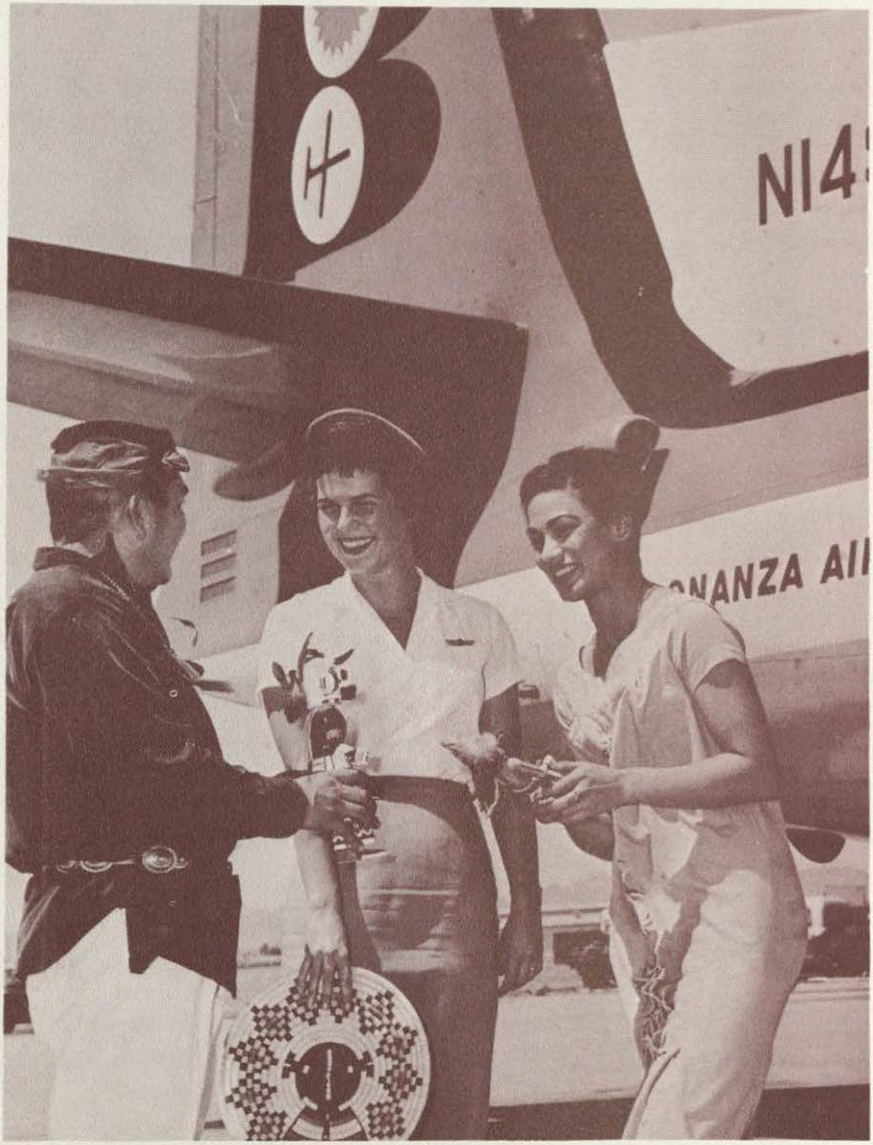
POUNDS OF AIR MAIL

The air mail picture for the first six months of 1960 shows 18,320 more pounds, to average an increase per month of 3,053 pounds over the first six months of 1959.

POUNDS OF SURFACE MAIL



26,171 more pounds of non-priority surface mail were carried in the first half of 1960 than were flown in 1959, averaging 4,361 more pounds per month over the same period last year.



COSTUMES OF THREE CULTURES — Garb of an American Indian, uniform of an airline hostess, and dress of a Hawaiian miss. . . . Bruce Timeche of the Hopi of Grand Canyon, offers gifts of Indian handicrafts to Bonanza Hostess Miriam Flynn and Aloha Airlines Hostess Lani Gandall. Lani flew as an exchange hostess for Bonanza, from May through August, in place of Bonanza's Helen Bailey who was flying Aloha's schedules in Hawaii. —Phoenix Chamber of Commerce Photo

HULA TO THE BEAT OF A TOM-TOM — Lani dances as Bruce Timeche beats out the rhythm. Bruce's father is chief of the Hopi dancers at the Grand Canyon.
—Phoenix Chamber of Commerce Photo

Your efforts **ARE** *appreciated!*

Gentlemen:

I wish to express my appreciation for help given me by your reservationist, Lyn Marshall, on my recent Bonanza trip. She is an outstanding girl and a credit to your company.

Sincerely yours,
BARBARA JEAN WEST
Salt Lake City, Utah

UNIVERSITY OF NEVADA
SOUTHERN REGIONAL DIVISION
LAS VEGAS, NEVADA

Dear Mrs. Payne:

Thank you for the plane ride over the valley and the planned tour of McCarran Field. Bonanza's contribution to the Aviation Education Workshop, Southern Regional Division, University of Nevada, Las Vegas, is deeply appreciated. We had a very successful class and feel that the morning spent at McCarran Field was a contributing factor to the measure of success that we had.

Our thanks and appreciation extend to all personnel of Bonanza Air Lines who participated in this endeavor. Will you please convey this feeling to them.

Sincerely,
HERBERT A. DERFELT, Director
Aviation Education Workshop

NORTH LAS VEGAS Your Home Newspaper **Valley Times-News**

Dear Mr. Converse:

Many thanks to you and your most efficient staff at Bonanza Airlines for rendering me every possible service on my very recent air journey to California and Arizona. I was extremely impressed with the manner in which your ground and flight personnel handled my somewhat tight schedule.

While in flight, I overheard various comments about your Airline and its staff. They were all very favorable. My conclusion is—"a good job, well done."

If at anytime we here at the newspaper can be of service to you or any member of your staff, please do not hesitate to call on us.

Very truly yours,
ROBERT J. PAYETTE
Business Manager

Gentlemen:

Bonanza was the first local service airline that I flew and it was the first airline using propjets that I had the pleasure of flying. In my opinion, Bonanza Airlines has the finest service and courtesy of any airline in the United States. I have flown most of the airliners and on most of the airlines in the United States and think that the finest spirit and loyalty is with the Bonanza employees. I would especially like to thank the crew of Bonanza Flight number 724 from Los Angeles to Phoenix, Arizona.

Thank you very much,
JOHN SCOTT HAYNES
Tucson 12, Arizona

THE SECRETARY OF THE INTERIOR
WASHINGTON

Dear Bill*:

Thank you again for your many kindnesses and courteous service while we were passing through Salt Lake City last Friday and Saturday.

Fortunately, all the schedules held up and we made it back to Washington on time. I enjoyed our visit and hope we will have an opportunity for another one before too long.

With every personal good wish, I am

Sincerely,
FRED A. SEATON
Secretary of the Interior

*F. William Schramm

Sunday School Department
BAPTIST GENERAL CONVENTION
OF ARIZONA
316 WEST McDOWELL ROAD . . . PHOENIX, ARIZONA
CHARLES L. McKAY, EXECUTIVE SECRETARY - TREASURER

Dear Mr. Mitchell:

Let me take this opportunity to thank you for the wonderful and courteous service on Bonanza.

I am deeply grateful to be able to use my Clergy Card issued by you. In my work it is necessary for me to fly often, and I have found Bonanza to offer the finest and most courteous service of any airline.

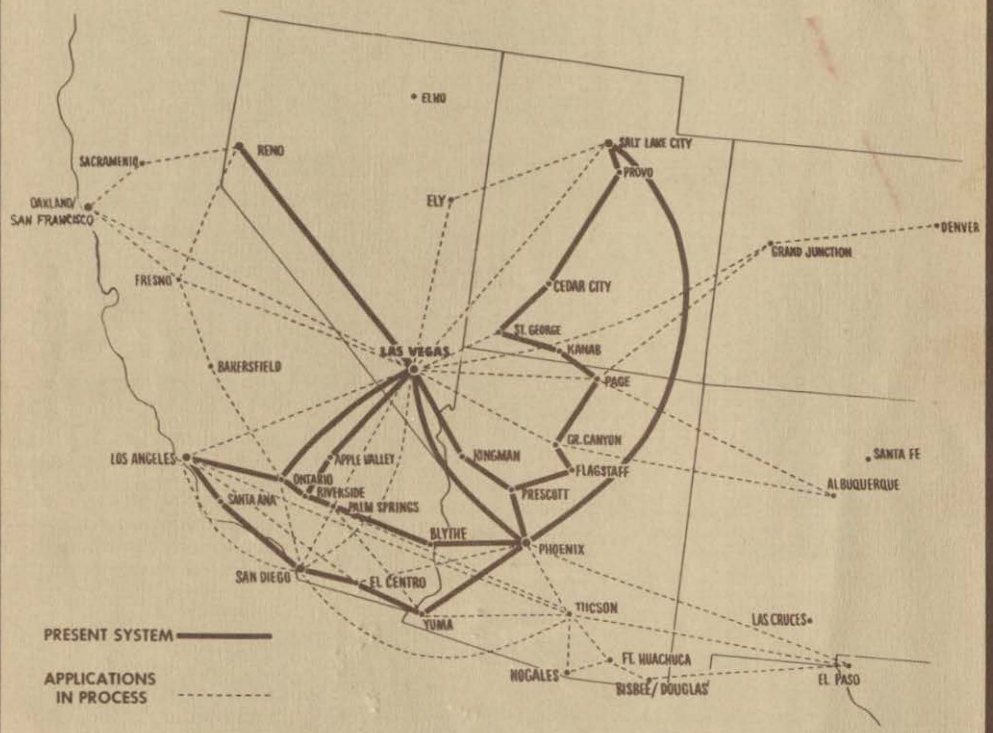
Gratefully yours,
ERNEST B. MYERS

JET-PROP
Ontario * Los Angeles
Bonanza Air Lines
RENO
PHOENIX

NON STOPS TO RENO · PHOENIX
"Jets" you there faster!
BONANZA AIR LINES JET-PROP SILVER DART

Bonanza Air Lines offers Silver Dart Service to

the Golden West



BONANZA AIR LINES, INC.

McCarran Field
P. O. Box 391
Las Vegas, Nevada

Bulk Rate
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